



REQUEST FOR PROPOSAL:

**Arterial Traffic Signal Performance
Measures Project Support**

Operation Green Light Program

USDOT Award No. SMARTFY22N1P1G36

**Requested by
The Mid-America Regional Council**

September 8, 2023

REQUEST FOR PROPOSALS (RFP)
Arterial Traffic Signal Performance Measures Project Support

Invitation

The Mid-America Regional Council (MARC) serves as the association of city and county governments and the metropolitan planning organization for the bi-state Kansas City region. As a voluntary association, MARC strives to foster better understanding and cooperation on issues that extend beyond the jurisdiction of a single city, county or state.

MARC is seeking to retain consulting services of a qualified firm to provide project management and evaluation services for the regional Operation Green Light Arterial Traffic Signal Performance Measures Project. The anticipated work performed by the firm under this proposed contract is described in the Scope of Work. The budget for the work is estimated at \$150,000 to \$200,000.

Proposal Submittal Requirements

To be eligible for consideration, **one (1) electronic PDF** copy of the response (not to exceed 15 pages not including tabs or cover) to the RFP must be received by MARC no later than **3 p.m. CST on Monday, October 2, 2023** at the below address or email Ray M. Webb at rwebb@marc.org.

“OGL Arterial Traffic Signal Performance Measures Project Support”

Mid–America Regional Council
600 Broadway, Suite 200
Kansas City, MO 64105
Attn: Ray M. Webb

Please contact Ray M. Webb, Manager of Traffic Operations at (816) 701-8358 or email rwebb@marc.org for questions related to the RFP. Late submittals will not be considered. It is the responsibility of the sender to verify MARC’s receipt of the document. MARC reserves the right to reject any or all proposals submitted.

Business Participation

It is MARC’s policy to encourage all qualified businesses to actively participate in the procurement of all MARC sponsored projects. MARC does not discriminate based on race, color, sex, national origin, age, military status, or disability. This project will be paid in part or in whole through US Department of Transportation (USDOT) funds. Firms should be aware that a Disadvantage Business Enterprise (DBE) goal for this project, in accordance with 49 CFR part 26, is **10%**. Certified DBE may be found in the MRCC Directory at the following webpage: http://www.modot.gov/business/contractor_resources/External_Civil_Rights/DBE_program.htm

The following items must be addressed in all proposals:

- Prior experience with similar projects related to arterial performance measures.
- Specific technical capabilities in traffic engineering, traffic signal timing and synchronization and intelligent transportation systems
- Demonstrated experience in facilitation, consensus building, conducting research, evaluation, and data analysis.
- Demonstrated methods in measuring signal timing effectiveness (modeled and/or

field measured).

- Demonstrated timeliness on similar projects.
- Specific qualifications of employees intended to be assigned to the project.
- Minimum of three 3 references.
- A listing of all proposed subconsultants if any.
- The name and address of the contracting firm, together with the name, telephone and fax number, and e-mail address of the primary contact person for the purposes of this proposal.

Background

MARC leads the Regional Traffic Signal Operations & Management program, named “Operation Green Light” (OGL) that improves traffic flow and reduces vehicle emissions for the Kansas City metro area. OGL works with federal, state and local agencies to develop and implement a system that will coordinate traffic signal timing plans and communication between traffic signal equipment across jurisdictional boundaries.

MARC operates over 750 traffic signals for 27 agencies in the greater Kansas City area. MARC owns and operates an extensive regional wireless communication network that provides communication and video monitoring to the regional traffic signal system. General information on the OGL program can be found at <http://www.marc.org/transportation/ogl/>

MARC was awarded a USDOT Smart grant to develop a crowdsourced arterial performance measure effort. The effort will provide performance measures on identified corridors in the SMART Grant narrative by soliciting for vendor support on these corridors, deploy and evaluate the deployment over a 12-month time frame.

Scope of Work

Primary Tasks (qualifications for this work will receive higher priority):

- Assist the OGL Performance Measure with managing the selection and evaluation of various crowdsource arterial performance measures systems.
- Assist the committee with refining the minimum requirements, develop evaluation criteria for existing draft performance measures systems and design/assign a scoring model to these requirements.
- Assist the committee with creating the RFP that will be sent to performance measure system vendors.
- Assist the committee with identifying vendors as potential responders to said RFP.
- Assist the committee with vendor selection (up to four) from RFP responses.
- Meet with the committee regularly through the 12-month evaluation period to discuss progress and assist with evaluation.
- Assist the committee with engaging the vendors in refining and adding features to their systems to better meet regional needs.
- At the end of the evaluation period, assist the committee with evaluating and scoring each vendor’s performance against the evaluation criteria and selecting a system for 3 years region-wide use.

- Prepare a report detailing evaluation findings and next steps.
- Assist committee with developing the contract between MARC and selected vendor.

Evaluation Criteria

Submittals will be evaluated using the following criteria:

- Understanding of the nature of the OGL Program (10 points)
- Project approach (35 points)
- Familiarity with local jurisdictions in the MARC region (10 points)
- Experience with arterial performance measures and crowdsourcing (20 points)
- Key personnel experience and technical competence (10 points)
- Past performance/references (minimum of three verifiable references) (10 points)
- Consultants’ depth and availability/ability to respond to MARC’s schedule (5 points)

Schedule of Events

The following RFP schedule of events represents MARC’s best estimate of the schedule that shall be followed.

MARC reserves the right at its sole discretion to revise this schedule, as it deems necessary except for the deadline date for submitting a proposal.

MARC Issues RFP	September 8, 2023	
Deadline for Submitting a Proposal	October 2, 2023	3:00 PM
Interviews – Tentative (if needed)	October 10-13, 2023	
Evaluation Process	October 16-20, 2023	
Recommendation of Award	October 25, 2023	
Contract Effective Date, estimated	November 1, 2023	